




Glamor & Faith: How Korean Idol Brand Ambassador and Religiosity influence Luxury Goods Purchase Intentions?

Kemewahan & Keimanan: Bagaimana Idol Korea Brand Ambassador dan Religiusitas Mempengaruhi Niat Pembelian Barang Mewah?

Salsabiilatul Ayniah K. S. , Ririn Tri Ratnasari , Safira Arsyadin Hapsari 
Department of Sharia Economics, Faculty of Economics and Business, Universitas Airlangga, Surabaya,
Indonesia
Salsabiilatul.ayniah.k.s-2022@feb.unair.ac.id, ririnsari@feb.unair.ac.id, Safira.arsyadin.hapsari-
2022@feb.unair.ac.id

ABSTRACT

This research investigates the purchase intention of Muslim Kpop fans towards luxury products promoted by Kpop idols as brand ambassadors. The study employs a quantitative method with the SEM-PLS approach to analyze the data and test the proposed hypotheses. It involved 117 respondents selected through purposive sampling criteria of being Muslim Kpop fans in East Java. The research data consists of primary data obtained from questionnaires using a modified Likert 4-point format. The findings indicate that Kpop brand ambassadors significantly impact the attitudes of Muslim consumers and their intention to purchase luxury goods. While religious knowledge level weakens but not significantly, price sensitivity does not weaken the intention of Muslim consumers to purchase luxury goods. The implications of this research expand the understanding of the dynamics of behavior among Muslim Kpop consumers regarding luxury products promoted by Kpop idols as brand ambassadors. Despite Islamic prohibitions on extravagance (tabdzir) and excessive behavior (israf) not directly reducing the purchase intention of Muslim Kpop consumers for luxury goods, it demonstrates the complexity of factors influencing their purchase decisions. Marketers can also utilize the findings of this research in planning marketing strategies, especially targeting millennial and Gen Z consumers.

Keywords: luxury brand, Kpop, purchase intention, religiosity

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^{*)}Corresponding Author:
Salsabiilatul Ayniah K. S.

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui niat para penggemar kpop Muslim dalam membeli produk mewah yang dipromosikan oleh idol Kpop sebagai brand ambassador. Penelitian menggunakan metode kuantitatif dengan pendekatan SEM-PLS untuk menganalisis data dan menguji hipotesis yang diajukan. Penelitian ini melibatkan 117 responden serta menggunakan purposive sampling yang memiliki kriteria yaitu seorang kpopers Muslim di Jawa Timur. Data penelitian berupa data primer yang didapatkan dari hasil kuesioner dengan menggunakan format likert yang dimodifikasi menjadi Likert 4 poin. Hasil penelitian menunjukkan bahwa Kpop brand ambassador memiliki dampak positif signifikan terhadap sikap konsumen Muslim dan niat untuk membeli barang mewah. Tingkat pengetahuan agama melemahkan namun tidak signifikan, dan sensitivitas terhadap harga tidak melemahkan niat konsumen Muslim untuk membeli barang mewah. Implikasi penelitian ini adalah memperluas pemahaman tentang dinamika perilaku konsumen kpop Muslim terkait dengan produk mewah yang dipromosikan oleh idol Kpop sebagai brand ambassador. Meskipun larangan Islam terhadap pemborosan (tabdzir) dan perilaku berlebihan (israf) tidak secara langsung mengurangi niat konsumen Kpop Muslim untuk membeli barang mewah, hal ini menunjukkan kompleksitas faktor-faktor yang memengaruhi keputusan pembelian mereka. Para pemasar juga dapat menggunakan hasil penelitian ini dalam merencanakan strategi pemasaran, terutama untuk menargetkan generasi milenial dan z sebagai konsumen mereka.

Kata Kunci: luxury brand, Kpop, niat membeli, religiusitas

I. INTRODUCTION

In the last few decades, the Kpop phenomenon has become rampant in Indonesia, especially among the younger generation. Music, films, dramas, fashion and lifestyle from South Korea have become an inseparable part of popular culture in this country (Hong & Kim, 2013). The Korean wave, known as Hallyu, spread quickly to various countries and became part of people's entertainment and lifestyle (Kim et al., 2015). Korean pop music, or what is usually called Kpop, is proliferating. The spread of Kpop is not only limited to the Korean market but has spread to the global music market (Boman, 2019).

Research from Chan et al., 2013; Shih et al., 2012 Shows that celebrity endorsements significantly and positively influence consumer purchasing intentions. Kpop idols have the power of persuasion and reach to expand their target market. The fashions and styles idols adopt quickly become trends and will sell out. So it is unsurprising that many luxury fashion brands worldwide choose Kpop idols as their brand ambassadors, such as the brands Chanel and Calvin Klein, who recruited Jennie Blackpink as brand ambassadors, Dior and Cartier with Jisoo Blackpink and Jimin BTS, YSL and Tiffany and Co with Rose Blackpink, Celine and Bvlgari with Lisa Blackpink, Gucci with Kai EXO, and many more. Even though the price of this brand is relatively expensive, the products from this brand quickly sell out in offline stores and on the official website. By promoting luxury brands on social media, their fans, the majority of whom are generation Z and millennials, can show off their wealth by buying these goods. The more young consumers learn about luxury brands through Kpop idols, the more they want to buy. The majority of consumers in Indonesia buy luxury brand products to improve their personal quality and social status (Asprilia & Hami, 2021). Because most Kpop fans come from Generation Z and millennials who are still students, this indicates that their income is limited. So, it can encourage negative behavior such as wastefulness, where people spend excessively or even borrow to buy items their idols use.

In Islam, religiosity influences various areas of life, one of which is Muslim consumption activities. Religiosity influences ethical beliefs and consumer behavior (Floren et al., 2020). In Islam, some limits must be adhered to when humans consume. Surah Al-Isra verse 29 and Al-Furqan verse 67 explain that a Muslim should consume moderately and not be stingy or wasteful. Apart from that, it also prioritizes needs before desires. Imam Asy-Syatibi divided priority needs into 3 levels: daruriyat, hajjiyat, and tahsiniyyat. Several previous studies have provided different results regarding the role of religiosity on intentions to consume luxury goods. Research from Abalkhail, 2020; Al-Hyari et al., 2012; Kassim & Zain, 2016; Ratnasari et al., 2022 claimed that religiosity influences consumers' decisions about luxury products. Religiosity will reduce the intention to consume luxury goods. In contrast, research from Alserhan et al., 2014; Arli et al., 2020 claimed that religiosity does not influence luxury goods consumption intentions.

Studies on the consumption patterns of Muslim Kpop fans in Indonesia are still limited, but previous research has touched on various aspects of consumer behavior related to Kpop trends. Research related to Korean food, as conducted by Yazdanifard (2021) which highlighted Korean food preferences in Malaysia, stated that Malaysians like Korean food more than other ethnic foods. A study Faradina & Istyakara Muslichah (2022) found that knowledge about halal food and positive attitudes also influenced the intention to purchase MUI halal-certified Korean food. Meanwhile, Osman & Ismail (2022) researched perceptions of Korean products and their impact on purchasing behavior, and Widyaningrum et al., (2023) researched Kpop idols' influence on consumer behavior, especially regarding Korean cosmetics. Adolescents who admire Korean idols tend to have a negative body image and take extreme measures to achieve their idolized beauty standards, especially regarding Korean cosmetics. Agrippina (2020) and Jin Kim et al., (2018) examine the influence of Kpop on purchase intentions. Consumer references to Kpop music have a positive correlation with purchase intentions. Irena et al., (2022) found that fanaticism and assessment of the value of physical Kpop albums influenced the desire to buy the album. While Kim et al., (2022) and Tartila (2013) researched Kpop fans' influence on purchasing behavior. Kpop fans have additional factors influencing purchasing goods related to their idols. Fanatic Kpop fans actively seek out the latest information and are willing to spend much money to buy items related to their idols. Research from Islam & Singh (2020) expands this research by examining the impact of the Korean wave on luxury fashion purchases.

A study Choo et al., (2023) found that feeling connected to Korean culture influences consumers' thoughts and desires, especially in the younger generation. Hong & Liu (2009) found that Hallyu has a positive influence on purchase intentions of Korean products in China and Taiwan. Studies on religiosity and intentions to consume luxury goods, as carried out by Abalkhail (2020); Al-Hyari et al., (2012); Kassim & Zain (2016); Ratnasari et al., (2022) provide a relevant perspective. Previous studies only

discussed intentions to consume food products, skincare, Korean makeup and physical Kpop albums. This research fills the knowledge gap regarding the consumption behavior of Generation Z and millennials in East Java towards world luxury brand products involving Kpop idols as brand ambassadors. In this research, the luxury goods that are the focus of the research refer to world luxury products that choose Kpop idols as their brand ambassadors. This includes various luxury goods, such as skin care products, makeup, fashion, and accessories that Kpop idols promote. For example, some skin care products Kpop idols promote include face creams from brands like Chanel or Dior. Luxury makeup is also the focus of promotions, such as lipstick or foundation from brands such as MAC or Yves Saint Laurent. Apart from that, fashion items such as clothes, shoes and bags from famous brands such as Louis Vuitton or Gucci are also included in the luxury goods category promoted by Kpop idols. Apart from that, luxury accessories such as watches from the Rolex or Cartier brands are also often promoted by Kpop idols. These brand examples are the subject of research to understand more deeply the factors that influence the purchasing intentions of Muslim consumers in East Java towards luxury brands promoted by Kpop idols. The use of the religiosity knowledge variable as a moderating factor in purchasing intentions is unique to this research. This step has never been explored before in the context of global luxury product purchase intentions related to the effects of Kpop idol popularity.

This research aims to understand more deeply the factors that influence the purchasing intentions of Muslim consumers in East Java towards world luxury brands promoted by Kpop idols and whether the factor of religious knowledge will weaken their intentions to purchase luxury brands. The contribution of the results of this research is to provide a better understanding of the dynamics of Muslim Kpop consumer behavior by identifying the role of the influence of Kpop idols and religiosity in the luxury brand purchasing process. The uniqueness of this research is the use of the religious knowledge variable as a new way to see how Muslim Kpop fans in East Java intend to buy luxury goods promoted by their idols. This gives us a better understanding of how a person's religious beliefs can influence their decisions in purchasing expensive items, especially when it comes to popular trends like Kpop. This is important because it helps us understand better how the younger generation of Muslims in Indonesia, especially East Java, interact with Korean pop culture and how religion influences their choices in terms of consumption.

It is hoped that the results of this research can guide marketing practitioners and the entertainment industry in designing more effective strategies for reaching and influencing their target consumers. This research provides a new contribution to understanding the behavior of Muslim Kpop consumers in East Java regarding purchasing luxury brands promoted by Kpop idols. In this research, the religiosity knowledge variable is used as a moderating factor in purchasing intentions, presenting a new dimension in understanding the factors influencing consumer purchasing decisions. This research also fills a significant knowledge gap in the academic literature by presenting the unique context of East Java and Muslim consumers concerning a global phenomenon such as Kpop.

II. LITERATURE REVIEW

Religiosity

Religiosity means the extent to which a person is committed to the values and principles of the religion they believe in (Dekhil et al., 2017). Religion and consumption are interrelated principles and guidelines that influence a person's shopping habits (McAlexander et al., 2014; Rakracharakarn et al., 2015; Arli et al., 2020). Religious institutions often set moral norms, provide means for achieving social status, and regulate consumer behavior regarding food, clothing, entertainment, and other aspects of lifestyle and identity (Arli et al., 2020). For example, we know that there are prohibitions against certain types of food and drinks in Islam, such as avoiding the consumption of pork or alcoholic drinks. People who hold religious beliefs in developing countries often value material objects and view them as a means of improving their social position. This shows that positive views towards luxury brands have a significant role in forming and maintaining social identity (Cleveland and Chang, 2009; Arli et al., 2020).

Religiosity reflects a person's adherence to religious teachings and can influence how individuals view and act regarding the consumption of luxury goods (Ratnasari et al., 2022). Individuals with a high level of religiosity may pay more attention to religious teachings in daily life, including when making purchasing decisions (Ratnasari et al., 2020, 2021, 2022; Rofiqoh et al., 2020). They may have a more conservative attitude towards luxury consumption and are more likely to consider whether the purchase aligns with their religious values (Abalkhail, 2020). In this context, the level of religious knowledge will play an important role because individuals who understand more about religious teachings tend to

have a higher level of religiosity. On the other hand, individuals with lower levels of religiosity may pay less attention to religious teachings in their purchasing decisions. Every Muslim consumer has a different attitude from other Muslims, depending on their level of religious knowledge (Ratnasari et al., 2020, 2022). The deeper their understanding of religious teachings, the greater the possibility that their actions and consumption decisions reflect the principles contained in those teachings. Thus, the level of religious knowledge plays an important role in shaping consumption patterns for Muslims. In this research, religious knowledge refers to the extent to which a Muslim understands and applies the teachings of their religion in their daily activities. This research uses indicators developed by Ratnasari et al., (2022) as a basis for measuring the religious knowledge of Muslim Kpop fans.

Table 1. Indicators of religious knowledge

No.	Indicator
1.	Consumers understand Islamic consumption ethics, including the prohibition of luxury and the importance of wise spending.
2.	Consumers realize that spending should be directed towards worshipping Allah SWT, which can increase spiritual closeness.
3.	Consumers understand the main principles of Islam regarding the balanced expenditure of wealth between this world and the hereafter.
4.	Consumers' motivation in consuming and spending wealth is to worship Allah SWT.
5.	Consumers make decisions about consuming and spending wealth with careful consideration, especially to meet family needs.
6.	Consumers strive to practice Islamic ethical teachings in all aspects of their lives, including daily consumption.

Theory of planned behavior (TPB)

TPB (Theory of Planned Behavior) is a framework to understand and predict human behavior, especially in decision making (Ajzen, 1991). TPB has been widely used to predict various behaviors (Islam et al., 2023; Samad et al., 2022; Zinser, 2019). The TPB explains the relationship between a person's attitudes, subjective norms, and perceived behavioral control while predicting intentions and behavior (Ajzen, 1991). Attitude refers to a person's subjective evaluation of the behavior. Attitudes can be influenced by an individual's beliefs about the results of the behavior, whether they are considered positive or negative. Subjective norms reflect an individual's perception of social norms that support or oppose the behavior. Subjective norms consider the views of family, friends, and other social groups on behavior. Perceived behavioral control involves individuals' beliefs about the extent to which they have control over the behavior. Perceived behavioral control reflects how individuals feel they have the ability and resources to perform or avoid the behavior. By considering attitudes, subjective norms, and perceived behavioral control, TPB produces an individual's intention to perform or avoid certain behaviors (Alam et al., 2012; Arfiansyah et al., 2023; Han, 2019; Islam et al., 2023; Rashan & Bin, 2020; Samad et al., 2022; Shith et al., 2021; Zinser, 2019). These intentions are then considered to be important predictors of actual behavior.

Religiosity can be a moderator that influences the relationship between attitudes and one's intentions (Alam et al., 2012; Ratnasari et al., 2022; Shith et al., 2021; Zinser, 2019). This suggests that individuals with different levels of religiosity may react differently to factors that influence their consumer behavior, including attitudes towards purchasing luxury goods (Ratnasari et al., 2022; Rofiqoh et al., 2020). Highly religious individuals may have a more conservative attitude towards materialistic consumption and avoid purchasing luxury items because they perceive them as not aligning with their religious principles (Abalkhail, 2020). In contrast, less religious individuals may have more positive attitudes toward luxury consumption and be more likely to consider such purchases.

Kpop Brand Ambassador And Attitude Towards Luxury Brands

Greenwood (2012); and Nasri (2020) explained brand ambassadors are a tool for companies to communicate and connect with consumers to increase company sales. According to Clow et al., (2018) companies will choose brand ambassadors who have a level of devotion to the brand, how it influences consumers and how much impact it has on the social environment. The fashion and style Kpop idols adopt are trends their followers follow. Even the products that idols use at fantastic prices will quickly sell out. Kpop idols have the power of persuasion and reach to expand their target market. So, a Kpop idol who becomes a luxury brand ambassador can impact consumer attitudes towards the advertised brand (Chan et al., 2013; Singh & Banerjee, 2018).

H1: Kpop brand ambassadors have a significant and positive effect on attitudes towards luxury brands.

Attitude towards luxury brands and Religiosity knowledge level

Consumer behavior regarding purchase intentions is determined, among other things, by celebrity endorsements or celebrity ambassadors. Attitudes towards a brand can increase purchasing intentions among consumers because there is an increase in their motivation (Singh & Banerjee, 2018). Chan et al., (2013) proves that attitude towards the brand will positively affect purchase intention. Luxury brand marketing in collaboration with celebrities as advertisements or ambassadors can positively impact consumer behavior. Consumers will capture information better and will increase purchasing intentions. In consumption ethics, a Muslim must reflect faith and devotion to Allah SWT in every action. Religiosity describes a person's level of obedience to the laws of his religion. Someone with strong religiosity tends to consciously ensure that their purchasing decisions do not violate religious rules. In Islam, a consumer's attitude or behavior towards luxury goods does not guarantee that he will intend to buy them. Some signs must be obeyed. Islam forbids its followers from behaving *tabdzir* (wasteful) and *israf* (excessive). All behavior of a Muslim, including consumption, must actualize the *maqashid* of sharia and the creation of *maslahah*. The perspective and behavior of Muslim consumers are undoubtedly different from other Muslims, depending on their level of religious knowledge. The level of religious knowledge is defined as the extent to which Muslim consumers know and apply Islamic teachings daily (Ratnasari et al., 2022).

However, there is still debate in previous research regarding the context of religiosity and consumption of luxury goods. Differences in research results are caused by differences in culture and country (Ashraf et al., 2017). Research from Abalkhail (2020); Al-Hyari et al., (2012); and Ratnasari et al., (2022) also supports the claim that religiosity will reduce the intention to consume luxury goods. In contrast, research from Alserhan et al., 2014 claimed that religiosity does not influence luxury consumption intentions among women in the UAE. Research from Arli et al., (2020) also supports this claim.

H2: Religious knowledge level weakens the relationship between attitude toward luxury goods and luxury goods purchase intention

Attitude towards luxury brands and Price Sensitivity

Consumers have different attitudes regarding their willingness to pay for certain products. Price elasticity does not guarantee that consumers will respond to prices (Ramirez & Goldsmith, 2009). Consumers with high price sensitivity will show little demand, and those with low price sensitivity will not react strongly to price changes (Goldsmith). So, price sensitivity is beneficial for company managers as long as its reliability and validity can be measured (Erdil, 2018). Price sensitivity refers to the extent to which the price of a product influences consumer purchasing behavior (Zepeda, 2009; Han et al., 2001). Aliman & Ottoman (2007) stated rice is one of the most important attributes when purchasing an item, especially luxury goods. Aziz et al., (2015) also believes that consumers will look at the price first, followed by their purchasing power, brand, and quality when deciding to purchase a product. So, consumers are sensitive to price when purchasing (Silva et al., 2012). Research from Aziz et al., (2015) and Reynaldy et al., (2020) shows that price sensitivity weakens consumers' intentions to purchase luxury goods.

H3: Price sensitivity weakens the influence of attitude towards luxury brands on luxury goods purchase intention

Kpop brand ambassador and luxury goods purchase intention

Kpop agency companies take advantage of fan loyalty to increase profits. One example is working together to become brand ambassadors for a company or making idol-related items. The agency knows fans will buy the product (Ardhiyansyah et al., 2021). Preferences and demand will change over time; therefore, it is important to know strategies so that consumers (for example, Kpop fans) always have the desire to spend money to buy goods issued for sale and strategies that are expected to have an impact on increasing profits (Campbell et al., 2014). Choosing a brand ambassador is a common marketing communications strategy for building a brand image. They believe that appointing Korean idols as brand ambassadors representing their brand will influence advertising effectiveness, brand recall and recognition, purchase intentions and follow-up (Spry et al., 2011). Brands often choose Korean idols who are attractive, credible, and able to convey the company's brand image (Hakimi et al., 2011). Physically attractive idols can improve brand image and encourage consumers to buy the brand (Chan et al., 2013).

H4: Brand ambassadors have a significant and positive effect on luxury goods purchase intention.

III. RESEARCH METHODS

This research uses a quantitative approach by utilizing primary data obtained from distributing online questionnaires to Generation Z and Muslim millennial Kpop fans in East Java. The research population is the Muslim Kpop fan community in East Java province, Indonesia. Meanwhile, the research sample was members of the Kpop fan community who met the criteria: Muslim, aged between 13 and 42 years, Kpop fans, located in East Java province.

Online questionnaires were distributed through various online channels popular among Muslim Kpop fans in East Java, such as WhatsApp groups, social media platforms such as Instagram, direct messages to Muslim Kpop individuals or communities, and the Indonesian survey platform Kudata. The research sample was obtained through a purposive sampling method, where respondents were selected based on certain criteria, namely being Kpop fans, being Muslim, aged between 13 and 42 years, and coming from East Java province. Then, this research included screening questions, which were used to select respondents who met specific criteria. Respondents were selected based on certain criteria, including whether they were Kpop fans and whether their favorite Kpop idols were brand ambassadors for luxury brands such as skincare, makeup and fashion products. If yes, respondents were asked to name the idol and the luxury brand he promoted. Respondents were also asked whether they were interested in products promoted by their favorite idols. Thus, these questions help ensure that the selected respondents have knowledge and interests relevant to the research topic, namely the consumption of luxury products promoted by Kpop idols among Kpop Generation Z fans and Muslim millennials in East Java.

This research collected data from 117 respondents for testing. The distribution of cities of origin of the 117 respondents used in the research may vary but is dominated by the main cities in East Java, such as Surabaya, Malang, Sidoarjo and Kediri. All variables in this study were measured using a Likert format modified into a 4-point Likert where 1= strongly disagree and 4= strongly agree. This study removed the neutral answer or "0" because it did not reflect the respondent's answer's tendency to agree (Ratnasari et al., 2022). This quantitative research uses the Structural Equation Model - Partial Least Square (SEM-PLS) approach as an analytical technique to test the built hypothesis. PLS is part of SEM, which is component or variant-based.

The reason for using PLS is to confirm the theory used to build relationships that do not yet have a theoretical basis or to test propositions (Chin, 1998). There are 2 stages in the SEM PLS analysis technique, namely Construct validity and reliability, which use statistical analysis such as construct validity and Cronbach's alpha reliability tests. This ensures that the measurement instruments used are reliable and valid (Hair et al., 2010). In the second stage, PLS is used to analyze the relationship between variables in the structural model. This involves the hypothesis testing stage using path analysis and significance tests, such as the t-test. PLS allows researchers to evaluate the influence of exogenous variables on endogenous variables, as well as mediation and moderation effects in the model. This research uses an exogenous variable, namely kpop brand ambassador; a mediating variable, namely attitude towards luxury brands; a moderating variable, namely religious knowledge level and price sensitivity; and an endogenous variable, namely luxury goods purchase intention. In this research, luxury goods refer to world products that choose Kpop idols as brand ambassadors, including skin care products, makeup, fashion and accessories. For example, skin care products such as face cream from Chanel or Dior, makeup such as lipstick from MAC or Yves Saint Laurent, and fashion items such as clothes, shoes and bags from famous brands such as Louis Vuitton or Gucci. Luxury accessories such as watches from Rolex or Cartier are also often promoted by Kpop idols. The following are the variable indicators used in this research:

Table 2. Variable Measurement Items

Variables	Definitions	Indicators	Source
Brand ambassadors	Companies use media to communicate and interact with the public regarding strategies to increase sales (Greenwood, 2012). Brand ambassadors are individuals who can represent a product or company and provide detailed information about the product they represent. This has a significant positive impact on increasing product sales (Nasri, 2020).	<ol style="list-style-type: none"> 1. My Kpop idol is suitable for using this luxury brand 2. My Kpop idol deserves to be a brand ambassador 3. My kpop idol looks very attractive 	(Greenwoo, 2012)

Attitude towards luxury brands	Attitude towards behavior refers to how a person feels about an action, whether with positive or negative feelings (Ajzen, 1975). The individual's important beliefs determine attitudes towards behavior that the action will produce certain impacts and the individual's assessment of these impacts (Jain et al., 2017).	<ol style="list-style-type: none"> 1. Your attitude towards purchasing luxury goods is positive 2. Luxury goods are valuable 3. Luxury goods are useful 	(Jain et al., 2017; Kasber et al., 2022)
Religious knowledge level	Religious knowledge level refers to the extent to which Muslim consumers know and understand Islamic teachings and apply them in their daily lives (Ratnasari et al., 2022)	<ol style="list-style-type: none"> 1. I understand the basic teachings of Islam regarding consumption ethics, which prohibit luxury 2. I understand Islamic consumption ethics, which teaches to shop wisely and prioritize needs 3. I understand that spending must be accompanied by the aim of worshipping Allah SWT 4. I understand the principle of spending wealth proportionally for this world and the hereafter 	(Ratnasari et al., 2022)
Price sensitivity	Price sensitivity refers to the extent to which the price of a product influences consumer purchasing behavior (Zepeda, 2009; Han et al., 2001). Price is one of the most important attributes when purchasing an item (Aliman & Ottoman, 2007), especially luxury goods.	<ol style="list-style-type: none"> 1. Expensive prices for luxury goods are acceptable 2. I am willing to spend more money to buy luxury brands 3. High-priced items make me excited to own them 	(Hsu et al., 2017; Wang et al., 2020 (Goldsmith & Newell, 1997; Shukla & Purani, 2012)
Luxury goods purchase intention	Intention is defined as an individual's perception of implementing certain behaviors (Ajzen, 1975). Intention to purchase means how likely someone is to buy a particular product or service (Shih and Chien, 2014).	<ol style="list-style-type: none"> 1. I intend to buy luxury goods in the next year 2. The possibility of me buying luxury goods is very high 3. I will buy luxury items just because they have status 4. I buy luxury items to signify symbols of wealth 5. I would pay more for luxury goods if I had more money 	(Jain et al., 2017; Kasber et al., 2022; Ma et al., 2021; Shukla & Purani, 2012)

The following is an analysis of the model used in this research.

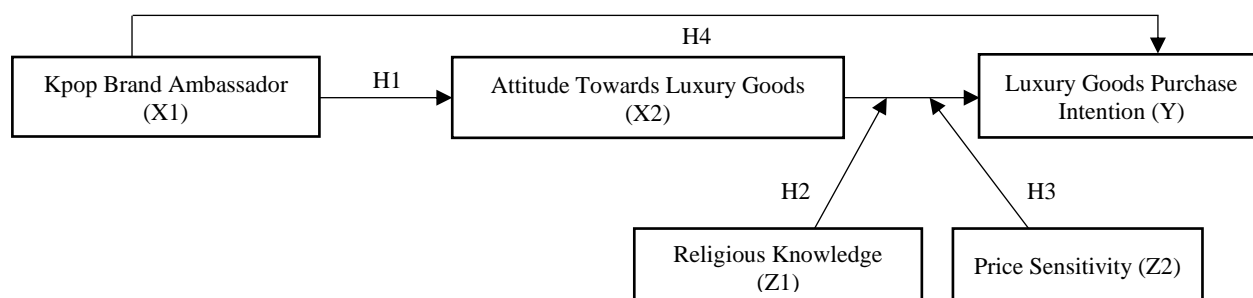


Figure 1. Model Analysis

IV. RESULTS AND DISCUSSION

Results

This research involved 117 respondents, with respondents' demographics based on gender, age, highest level of education, and monthly income. Based on gender, the majority of respondents from this study were women, as many as 104 (88.8%), while there were 13 (11.1%) male respondents. Based on age, the majority of respondents were Generation Z (13-26 years), namely 102 (87.18%), and the millennial generation (27-42 years) were 15 (12.82%). Based on city of residence, there were 43 respondents from Surabaya (36.7%), 20 from Sidoarjo (17%), 14 from Malang (11.9%), 11 from Gresik (9.4%), 9 from Jember (7, 6%), 8 from Probolinggo (6.8%), 8 from Batu (6.8%), and 4 from Mojokerto (3.4%). Meanwhile, based on employment status and monthly income, the majority of respondents were not yet working, as many as 71 (60.6%). The following respondent profiles are presented in the following table:

Table 3. Respondent Demographics

Respondent Profile	Numbers	Percentage (%)
Sex		
Female	104	88.8
Male	13	11.1
Age		
13-26 years old	102	87.18
27-42 years old	15	12.82
Educational Background		
Junior School	2	1.7
High School	55	47
Diploma	8	6,8
Bachelor	52	44.4
Salary per Month		
Not Employed	71	60.6
Below IDR 1,000,000	7	5.9
IDR 1,000,000 – IDR 2,000,000	13	11.1
IDR 2,000,000 – IDR 4,000,000	16	13.6
IDR 4,000,000 – IDR 6,000,000	9	7.6
Above IDR 6,000,000	1	0.8
The Initial Year of Liking Kpop		
2009-2012	26	22.2
2013-2018	52	44.4
2019-2023	39	33.3

Before modeling the structural model, research needs to validate the latent construct model measurements to determine validity and reliability (Hoque et al., 2018). Construct validity is achieved because the health index meets the three categories of the fit model. Discriminant validity was achieved because all constructs were not highly correlated. Convergent validity is achieved because the Average Variance Extracted (AVE) value meets the minimum value of 0.5. Construct reliability is achieved because the Composite Reliability (CR) and Average Variance Extracted (AVE) values reach a minimum of 0.6 and 0.5, respectively. Internal reliability (reliability) between variables is achieved because the Cronbach Alpha value reaches a minimum of 0.7. Fitness Index (health) is presented in the following table:

Table 4. Composite Reliability and Validity

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho c)	Average Variance Extracted (AVE)
Attitude toward luxury goods	0.791	0.795	0.877	0.704
Brand ambassadors	0.763	0.807	0.843	0.575
Luxury goods purchase intention	0.859	0.861	0.900	0.644
Price sensitivity	0.798	0.803	0.881	0.711
Religious knowledge level	0.791	0.887	0.834	0.507

This research utilizes the SEM-PLS analysis technique. In SEM-PLS, the outer model assesses construct validity, namely the extent to which variables can obtain measurements consistent with the concept

they want to measure. The results of the outer model analysis show that almost all variables are reliable, and their validity has been strengthened through previous model tests. Meanwhile, the inner model analyzes the relationship between these variables. The results of the inner model test in Figure 2 provide an overview of the extent to which the relationship between variables in this study is acceptable.

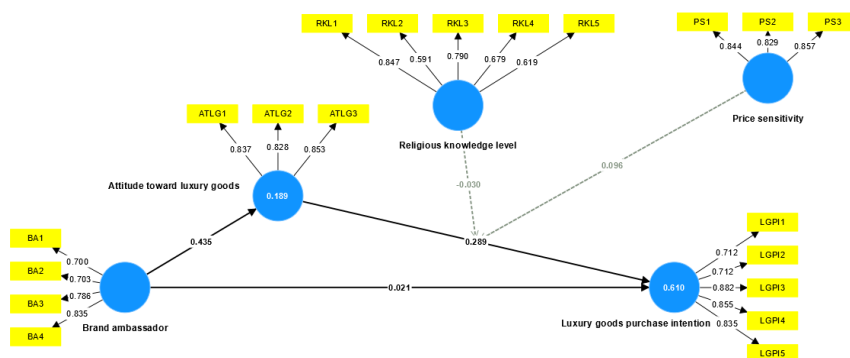


Figure 2.Path diagram (inner model)

Table 5 shows the coefficient values in the research. The results show that the estimated coefficient between the brand ambassador variable and attitude toward luxury goods is 0.435. The coefficient is a positive sign, which shows that the stronger the brand ambassador is, the greater the respondent's attitude towards luxury goods and vice versa. Then, the estimated coefficient between attitude toward luxury goods and purchase intention, moderated by religious knowledge level, is 0.030, with the coefficient having a negative sign. These results indicate a tendency for religious knowledge to weaken the relationship between attitudes towards luxury goods and intention to purchase luxury goods, although not significantly. Even though it is not statistically significant, the negative coefficient shows the influence of religious knowledge in reducing the desire to purchase luxury goods, which is driven by positive attitudes towards luxury goods. This indicates that religious knowledge can be a factor that influences how individuals respond to attitudes towards luxury goods, although the influence is not strong enough statistically. This result is not statistically significant because non-religious factors, such as promotions involving Kpop idols, are more dominant in influencing fans' views on purchasing luxury goods. Thus, the influence of promotions carried out by Kpop idols tends to be stronger than the influence of religious knowledge on intentions to purchase luxury goods. Therefore, although religious knowledge can dampen the desire to purchase luxury goods driven by positive attitudes towards luxury goods, this influence is not statistically strong enough to be considered significant.

Then, the estimated coefficient between attitude toward luxury goods and purchase intention, moderated by price sensitivity, is 0.096, with the coefficient having a positive sign. Theoretically, the more sensitive a person is to price, the likelihood of purchasing luxury goods tends to weaken. Price sensitivity reflects the degree to which a person responds to changes in the price of a product. If someone is highly price sensitive, they are more likely to consider price when purchasing and may refrain from purchasing high-priced luxury goods. However, the results of this study show that attitude toward luxury goods with luxury goods purchase intention is moderated by a price sensitivity of 0.096 with a positive coefficient. The results show increased intention to purchase luxury goods when price sensitivity increases. This suggests that other factors, such as personal needs or the desire to follow trends, influence the relationship between price sensitivity and luxury goods purchase intentions. The estimated coefficient between the brand ambassador variable and luxury goods purchase intention is 0.021, which is positive. This result shows a significant positive relationship between the brand ambassador variable and purchase intention for luxury goods. So, the stronger the influence of the Kpop brand ambassador, the higher the possibility that individuals will intend to buy luxury goods promoted by the brand ambassador. This indicates that Kpop brand ambassadors have a positive influence in encouraging consumer purchasing interest in the luxury goods they promote.

Table 5.Coefficient Value

Relationship between variables	t-statistics	Information
Brand ambassador → attitude toward luxury goods	6,362	H1 Accepted
Attitude toward luxury goods → luxury goods purchase intention (moderated by religious knowledge level)	0.362	H2 Not accepted
Attitude toward luxury goods → luxury goods purchase intention (moderated by price sensitivity)	1,400	H3 Not accepted
Brand ambassador → luxury goods purchase intention	1,991	H4 Accepted

Table 6 shows a significant influence between Kpop brand ambassadors and attitudes toward luxury goods with t-values, namely $6.36 > 1.96$. Kpop brand ambassadors significantly positively influence luxury goods purchase intention with t-values $1.99 > 1.96$. So, H1 and H4 are accepted. Meanwhile, there is an insignificant influence between attitude toward luxury goods and purchase intention, moderated by religious knowledge level and price sensitivity with t-values of 0.362 and 1.400, respectively. So, H2 and H3 are not accepted because they have t-values less than 1.96.

Table 6. T-Statistics Value

No.	Relationship between variables	Path coefficient (original sample)
1.	Brand ambassador → attitude toward luxury goods	0.435
2.	Attitude toward luxury goods → luxury goods purchase intention (moderated by religious knowledge level)	-0.030
3.	Attitude toward luxury goods → luxury goods purchase intention(moderated by price sensitivity)	0.096
4.	Brand ambassador → luxury goods purchase intention	0.021

Table 7 shows how exogenous variables influence endogenous variables. The results show that the influence of the brand ambassador variable on attitude toward luxury goods is 19%. Meanwhile, the remaining 81% is influenced by other variables not examined in this research. Furthermore, the influence of attitude toward luxury goods on luxury goods purchase intention, which is moderated by religious knowledge level and price sensitivity, is 60%. Meanwhile, the remaining 40% is influenced by other variables not examined in this research.

Table 7.Influence of Exogenous and Endogenous Variables

	R-Square	R-Square Adjusted
Attitude toward luxury goods	0.189	0.182
Luxury goods purchase intention	0.610	0.588

Discussion

The results above show that Kpop brand ambassadors have a significant positive influence on attitude with t-values of 6.362, thus indicating that H1 is accepted. These results are consistent with research from (Chan et al., 2013; Hakimi et al., 2012; Shih et al., 2012), which proposes that marketing via celebrities is the most commonly used method and will attract public attention because celebrities have certain characteristics, especially cultural characteristics, and a certain reputation. Kpop has become a key component in successful marketing strategies for various brands. Consumer interest worldwide in Korean fashion is increasing thanks to the popularity of Kpop. The strategy involved in appointing Kpop stars as brand ambassadors is not as simple as it seems, as the aim is to build the value and image of the brand. This strategy is especially relevant for millennials and Gen Z because they have significant purchasing power. Luxury brands are well aware of the considerable influence that Kpop celebrities have in attracting young buyers and creating trends on social media. In the context of the TPB, Kpop Brand Ambassadors can be considered as external factors that influence consumers' attitudes and purchasing intentions. According to TPB, attitudes are influenced by individuals' beliefs about the outcomes of certain behaviors, such as purchasing luxury goods promoted by Kpop celebrities. As Kpop celebrities are considered icons in the entertainment industry, their presence in luxury goods promotions can strengthen positive perceptions of the product. Thus, according to this research, Kpop Brand Ambassadors can directly impact consumers' attitudes and purchase intentions towards luxury goods.

Then, the research results show that the level of religious knowledge weakens the relationship between attitude and intention to buy luxury goods with t-values of 0.362, although it is not significant, so H2 is not accepted. The results of this research are in line with research from Alserhan et al., (2014); Arli et al., (2020); Ashraf et al., (2017); Dekhil et al., (2017); and Ratnasari et al., (2022), which states that religious knowledge will weaken a person's intention to buy luxury goods. Islam generally believes it provides comprehensive guidance to its followers in all aspects of life. Therefore, it is interesting to see the extent to which Islam influences consumer decisions. Religion always rejects the concept of materialism and encourages people to live simply and within reasonable limits. In religiosity theory, religious knowledge level reflects how individuals understand and apply religious teachings in everyday life. In the context of the TPB, religious knowledge level can act as an internal factor that moderates the relationship between attitudes and purchase intentions towards luxury goods. Although religious knowledge does not directly influence purchase intentions, it can moderate consumer attitudes towards luxury goods. Individuals with high levels of religious knowledge may have more conservative attitudes

toward materialistic consumption and are more likely to consider whether purchases are in line with their religious values. However, the findings of this study indicate that religious knowledge level does not significantly weaken the relationship between attitude and intention to purchase luxury goods. This is because non-religious factors, such as K-pop celebrity promotions, are more influential in influencing consumers' attitudes and purchasing intentions towards luxury goods.

This research shows that price sensitivity does not weaken respondents' attitudes towards their intention to buy luxury goods with t-values of 1,400, so H3 is not accepted. These results are in line with research from Aziz et al., (2015); Pir & Derinözlü (2021); and Reynaldy et al., (2020). Although theoretically, price sensitivity should reduce someone's purchasing intentions. The t-values of 1.400 indicate that the relationship between price sensitivity and intention to purchase luxury goods is insignificant in the data sample studied. This shows that in the context of consuming luxury goods promoted by Kpop celebrities, price sensitivity is not the main factor influencing respondents' intention to purchase. Other factors, such as brand image, celebrity popularity, and social media influence, may dominate consumers' purchase intentions towards luxury goods. In addition, it is possible that psychological factors such as social status, recognition, or emotional satisfaction related to owning luxury goods also influence purchase intentions, so price sensitivity becomes a less significant factor in this case.

The results above show that kpop brand ambassadors have a positive but significant influence as shown by the t-values, namely 1.991. So, H4 is accepted. According to Chan et al., (2013) promoting products intensively through several mass media can increase the attractiveness of the products being supported and improve reputation. In accordance with the TPB, which states that individual attitudes, subjective norms, and perceived behavioral control influence an individual's intention to carry out a certain behavior. In this case, using Kpop celebrities as brand ambassadors can be seen as a factor influencing individual attitudes towards purchasing luxury goods. Intensive exposure through mass media and the positive image of Kpop celebrities can form a positive attitude towards the products being promoted, increasing consumers' purchase intentions towards these luxury goods. This is consistent with previous findings, which state that celebrity promotions can increase product attractiveness and brand reputation (Chan et al., 2013). Thus, within the TPB framework, the use of Kpop celebrities as brand ambassadors can be considered as a factor influencing individuals' attitudes towards purchasing intentions of luxury goods. So, this research provides concrete evidence to support the principles explained in the TPB.

This research shows that using Kpop celebrities as brand ambassadors has a significant positive influence on the intention to purchase luxury goods among Muslims in East Java. This reflects the trend of millennial and Z generation people who are more open to the influence of celebrities in their consumption decisions. The religiosity factor weakens but is not significant. The cause of the insignificant results is the promotional influence of Kpop idols, which is more influential than religious factors. This means that promotions involving Kpop idols have a more significant impact on fans' purchasing decisions for luxury goods than their religious values. Although religious knowledge can influence the desire to buy luxury goods, the influence was not statistically strong enough in this study. This shows that other factors, such as the involvement and promotion of Kpop idols, influence fans' purchasing decisions for luxury goods. The price sensitivity factor also does not weaken and does not significantly influence individual attitudes towards purchasing intentions of luxury goods. This is because K-pop fans who support their idols tend to actively search for the latest information about them and items related to them. They are also willing to spend significant money to buy products their idols promote.

These findings are important in understanding Muslim consumer behavior influenced by global trends such as Kpop, as well as providing implications for marketing practitioners to exploit the relationship between Kpop and luxury goods consumption in improving brand image among the younger generation of Muslims. From a theoretical perspective, these findings also enrich the literature on consumer behavior by highlighting the influence of celebrities on purchase intentions, especially in the cultural and religious context of East Java.

V. CONCLUSION

This research shows that the first and fourth hypotheses are accepted, where K-pop brand ambassadors have a significant positive impact on consumer attitudes towards intentions to buy luxury goods, as well as towards intentions to buy luxury goods themselves. However, the second and third hypotheses were not accepted, indicating that the religious knowledge factor weakened but was not significant and price sensitivity did not weaken the relationship between consumer attitudes and

purchase intentions of luxury goods. New findings from this research state that religious knowledge and price sensitivity do not significantly influence the relationship between consumer attitudes and purchase intentions of luxury goods. This suggests that Kpop fans tend to be more influenced by their idols' lifestyles and trends than by price or religion when making purchasing decisions. These findings reflect a shift in the factors influencing consumer behavior, especially among Generation Z and millennials, who are more accepting of celebrity influence in their consumption decisions.

This research provides new insights into the role of Kpop in shaping consumer preferences for luxury brands. These findings imply that marketing practitioners can exploit the power of Kpop idols to strengthen brand image and increase luxury goods sales, especially among the younger generation of Muslims. A marketing strategy that relies on Kpop idols as brand ambassadors can effectively reach a broader market and increase brand appeal. From a theoretical perspective, these findings highlight the importance of paying attention to local trends and culture in understanding consumer behavior, and emphasize that factors such as celebrity popularity can be a key driver in consumption decisions in today's digital era. Although these findings provide significant contributions, this study has several limitations, including using a sample limited to Muslims in East Java, which may limit the generalization of the findings to a wider population. Therefore, for future research, it is recommended to involve broader and more representative samples from various geographic regions in Indonesia. This will help broaden the understanding of the influence of Kpop on luxury consumption across various demographic groups.

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